

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() THE NEW MEDIA FIRM	Rep Firm	
Advertiser	() .DEFEND MICHIGAN DEM		1322 G STREET SE	Sales Office ()	PHILADELPHIA
Product	DEFEND MI DEMOCRACY		WASHINGTON, DC 20003	Salesperson ()	IAN AMBRON
Estimate#	1798	Agency C/P1/P2/E	408/428/1798		
Buyer	Media Placement	Flight Dates	10/26/2012 - 11/06/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	430A-5A	NWS8 DBRK@430A<	:30	\$65.00	10/26-10/26	1	1	1	\$65.00	
				Buyline Comment: UPDATED 10/19								
	2	M	430A-5A	NWS8 DBRK@430A<	:30	\$65.00	10/29-10/29	1	1	1	\$65.00	
				Buyline Comment: UPDATED 10/19								
	3	TU	430A-5A	NWS8 DBRK@430A<	:30	\$65.00	10/30-10/30	1	1	1	\$65.00	
				Buyline Comment: UPDATED 10/19								
	4	W	430A-5A	NWS8 DBRK@430A<	:30	\$65.00	10/31-10/31	1	1	1	\$65.00	
				Buyline Comment: UPDATED 10/19								
	5	TH	430A-5A	NWS8 DBRK@430A<	:30	\$65.00	11/01-11/01	1	1	1	\$65.00	
				Buyline Comment: UPDATED 10/19								
	6	F	430A-5A	NWS8 DBRK@430A<	:30	\$65.00	11/02-11/02	1	1	1	\$65.00	
				Buyline Comment: UPDATED 10/19								
	7	M	430A-5A	NWS8 DBRK@430A<	:30	\$65.00	11/05-11/05	1	1	1	\$65.00	
				Buyline Comment: UPDATED 10/19								
	8	TU	430A-5A	NWS8 DBRK@430A<	:30	\$65.00	11/06-11/06	1	1	1	\$65.00	
				Buyline Comment: UPDATED 10/19								
	9	F	5A-6A	NEWS 8 DAYBREAK	:30	\$325.00	10/26-10/26	1	1	1	\$325.00	
	10	M	5A-6A	NEWS 8 DAYBREAK	:30	\$325.00	10/29-10/29	1	1	1	\$325.00	

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .DEFEND MICHIGAN DEM

Product DEFEND MI DEMOCRACY

Estimate# 1798

Buyer Media Placement

Phone#

Fax#

Agency () THE NEW MEDIA FIRM

1322 G STREET SE

WASHINGTON, DC 20003

Agency C/P1/P2/E 408/428/1798

Flight Dates 10/26/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	11	TU	5A-6A	NEWS 8 DAYBREAK	:30	\$325.00	10/30-10/30	1	1	1	\$325.00	
	12	W	5A-6A	NEWS 8 DAYBREAK	:30	\$325.00	10/31-10/31	1	1	1	\$325.00	
	13	TH	5A-6A	NEWS 8 DAYBREAK	:30	\$325.00	11/01-11/01	1	1	1	\$325.00	
	14	F	5A-6A	NEWS 8 DAYBREAK	:30	\$325.00	11/02-11/02	1	1	1	\$325.00	
	15	M	5A-6A	NEWS 8 DAYBREAK	:30	\$325.00	11/05-11/05	1	1	1	\$325.00	
	16	TU	5A-6A	NEWS 8 DAYBREAK	:30	\$325.00	11/06-11/06	1	1	1	\$325.00	
	17	F	6A-7A	NEWS 8 DAYBREAK II	:30	\$1,000.00	10/26-10/26	1	1	1	\$1,000.00	
	18	M	6A-7A	NEWS 8 DAYBREAK II	:30	\$1,000.00	10/29-10/29	1	1	1	\$1,000.00	
	19	TU	6A-7A	NEWS 8 DAYBREAK II	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	20	W	6A-7A	NEWS 8 DAYBREAK II	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	21	TH	6A-7A	NEWS 8 DAYBREAK II	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	22	F	6A-7A	NEWS 8 DAYBREAK II	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
	23	M	6A-7A	NEWS 8 DAYBREAK II	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	24	TU	6A-7A	NEWS 8 DAYBREAK II	:30	\$1,000.00	11/06-11/06	1	1	1	\$1,000.00	
	25	M	7A-9A	TODAY SHOW	:30	\$1,350.00	10/29-10/29	1	1	1	\$1,350.00	
	26	W	7A-9A	TODAY SHOW	:30	\$1,350.00	10/31-10/31	1	1	1	\$1,350.00	
	27	F	7A-9A	TODAY SHOW	:30	\$1,350.00	11/02-11/02	1	1	1	\$1,350.00	

Station WOOD-TV GRAND RAPIDS, MI.
Advertiser () .DEFEND MICHIGAN DEM
Product DEFEND MI DEMOCRACY
Estimate# 1798
Buyer Media Placement
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 408/428/1798
Flight Dates 10/26/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	28	TU	7A-9A	TODAY SHOW	:30	\$1,350.00	11/06-11/06	1	1	1	\$1,350.00	
	29	F	11A-12P	EIGHTWEST	:30	\$125.00	10/26-10/26	1	1	1	\$125.00	
	30	M	11A-12P	EIGHTWEST	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
	31	TU	11A-12P	EIGHTWEST	:30	\$125.00	10/30-10/30	1	1	1	\$125.00	
	32	W	11A-12P	EIGHTWEST	:30	\$125.00	10/31-10/31	1	1	1	\$125.00	
	33	TH	11A-12P	EIGHTWEST	:30	\$125.00	11/01-11/01	1	1	1	\$125.00	
	34	F	11A-12P	EIGHTWEST	:30	\$125.00	11/02-11/02	1	1	1	\$125.00	
	35	M	11A-12P	EIGHTWEST	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	
	36	F	12P-1P	NEWS 8 AT NOON	:30	\$800.00	10/26-10/26	1	1	1	\$800.00	
	37	M	12P-1P	NEWS 8 AT NOON	:30	\$800.00	10/29-10/29	1	1	1	\$800.00	
	38	TU	12P-1P	NEWS 8 AT NOON	:30	\$800.00	10/30-10/30	1	1	1	\$800.00	
	39	W	12P-1P	NEWS 8 AT NOON	:30	\$800.00	10/31-10/31	1	1	1	\$800.00	
	40	TH	12P-1P	NEWS 8 AT NOON	:30	\$800.00	11/01-11/01	1	1	1	\$800.00	
	41	F	12P-1P	NEWS 8 AT NOON	:30	\$800.00	11/02-11/02	1	1	1	\$800.00	
	42	M	12P-1P	NEWS 8 AT NOON	:30	\$800.00	11/05-11/05	1	1	1	\$800.00	
	43	F	2P-3P	RACHAEL RAY	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	

Station WOOD-TV GRAND RAPIDS, MI. Agency () THE NEW MEDIA FIRM Rep Firm

Advertiser () .DEFEND MICHIGAN DEM 1322 G STREET SE Sales Office () PHILADELPHIA

Product DEFEND MI DEMOCRACY WASHINGTON, DC 20003 Salesperson () IAN AMBRON

Estimate# 1798 Agency C/P1/P2/E 408/428/1798

Buyer Media Placement Flight Dates 10/26/2012 - 11/06/2012 Salesperson Phone# 215-567-6005

Phone# Hiatus Weeks Salesperson FAX# 215-525-9757

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	44	M	2P-3P	RACHAEL RAY	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	45	TU	2P-3P	RACHAEL RAY	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
	46	W	2P-3P	RACHAEL RAY	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	47	TH	2P-3P	RACHAEL RAY	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	48	F	2P-3P	RACHAEL RAY	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	49	M	2P-3P	RACHAEL RAY	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	50	M	3P-4P	DR. OZ	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
	51	W	3P-4P	DR. OZ	:30	\$400.00	10/31-10/31	1	1	1	\$400.00	
	52	F	3P-4P	DR. OZ	:30	\$400.00	11/02-11/02	1	1	1	\$400.00	
	53	F	4P-5P	ELLEN	:30	\$750.00	10/26-10/26	1	1	1	\$750.00	
	54	TU	4P-5P	ELLEN	:30	\$750.00	10/30-10/30	1	1	1	\$750.00	
	55	TH	4P-5P	ELLEN	:30	\$750.00	11/01-11/01	1	1	1	\$750.00	
	56	M	4P-5P	ELLEN	:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	57	M	5P-530P	NEWS 8 AT 5PM	:30	\$3,000.00	11/05-11/05	1	1	1	\$3,000.00	
	58	F	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$125.00	10/26-10/26	1	1	1	\$125.00	
	59	M	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	

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Buyer	Media Placement	Flight Dates	10/26/2012 - 11/06/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

---REPORT TOTALS---

Report Totals: 71 / \$43,370.00

---SALES MONTHLY TOTALS---

Oct 12:	11 / \$8,090.00	Nov 12:	60 / \$35,280.00
Sales Totals: 71 / \$43,370.00			
Station Totals: 71 / \$43,370.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$180,408	CATV	0%	WOOD	24%	WOTV	3%	WWMT	32%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	28%				

---COMPETITIVE COMMENTS---

*UPDATED

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE